June 1993

Bet You Missed It/ Press Clippings/ In the News

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Recommended Citation

Bazirjian, Rosann (1993) "Bet You Missed It/ Press Clippings/ In the News," *Against the Grain*: Vol. 5: Iss. 3, Article 26.
DOI: <https://doi.org/10.7771/2380-176X.1357>

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths
Column Editor, **Rosann Bazirjian** (Syracuse University)

University Presses and the Electronic Format by **Philip Dankert** (Cornell University)

Perhaps of no surprise is the comment made by university presses that their computer projects (*Post-modern Culture* on computer disks / Oxford University Press; "Fordham Projects on Disk" / Fordham University Press; a CD-ROM on psychological tools / University of Nebraska Press) are getting much more support from librarians for such reasons as cost, ease of use and for space saving reasons, than they are from faculty members. The presses that are involved in making more of their periodicals available on floppy disks, CD-ROMs, and perhaps soon on computer networks "have set aside their fears that electronic communications would put them out of business". They also are of the opinion that getting involved in electronic journals is a smart business move as it "gives them a voice in shaping an effort that independent groups of scholars are pushing forward". Other factors

contributing to a growing interest in electronic publishing include:

1. Various products referred to above presses to do things that can't be in print (search quicker through text/s to find a word or phrase).
2. They are particularly cost effective for publishing visual formats that are very expensive to print.
3. The director of one press even makes the "radical" suggestion that electronic formats could replace all small circulation books due to the publishing costs involved.

See — "University Presses Try to Ride the Wave of Electronic Publishing", by Thomas J. DeLoughry in **The Chronicle of Higher Education**, March 24, 1993, p. A17-A19.

A Stroke of Luck by **Sandy Beehler** (Cornell University)

A majority of compensation claims for work-related injury result from the use of typewriter keyboards. Several companies are now developing and marketing keyboards that may alleviate these types of injuries. Keyboard revisionists fall into two categories: those who want to modify current keyboard arrangements and those that want to eliminate them. Most of the modifiers split the keyboard into two parts that can then be adjusted to suit the individual user's hands. The more radical innovators have the user's fingers sitting in "wells" with

keystrokes made forward, backward and to both sides in addition to the normal downward stroke. Thumbs, or even feet, control the spacebar and other function keys. (Which brings up the question: are some of us going to be too old to learn new keyboard tricks and thus destined to suffer the injuries attributed to the current method of typing?) Note, however, that no health claims are being made for these new models.

See — "Key Decisions" in **The Economist** for April 3, 1993.

The Mainframe Blahs by **Sarah Tusa** (Lamar University)

Part of the problem behind IBM's reportedly disastrous year in 1992 was its "anemic" sales growth in mainframe processors. Mainframe rivals boasted more robust revenue gains, but despite their better success, there are indications that mainframe computers are losing favor to alternatives such as the minicomputer. Cost efficiency is one factor in this shift. While IBM's mainframe costs approximately \$100,000 per MIPS, Hewlett Packard's largest minicomputer costs only about \$12,000 per MIPS. Also, some alternatives can out-run higher priced mainframes with

up to a sevenfold reduction in processing time". Companies such as Shepard's are exploiting such advantages to keep up with the rapid influx of legal information. IBM is rising to the challenge, though, with plans to revamp its conventional mainframes. As a potentially dying breed, however, the fate of the IBM mainframe lies to some extent in the hands of IBM's new CEO.

See — **Business Week**, no. 3304 (February 8, 1993), p. 106-107.

Plagiarism Buster — One Person's Character String is Another's Plagiarism by **Joan Loslo** (University of Northern Iowa)

A computer program for the detection of plagiarism has been developed by two scientists from the National Institute of Health. The researchers developed the program while studying the investigation of scientific fraud and misconduct. They subsequently tested and further developed the program against an actual case of suspected plagiarism. The detection program first requires that the material in question and its possible source can be turned into computer-readable text. The computer then searches for matching character strings of a predetermined length, 30 characters being considered ideal

for the test case. Unfortunately, the program is almost too efficient at its task, finding innocent matches as well as suspect ones. For example, while it is difficult to think of too many ways to state a concept like "John Doe was born in 1910", the computer would identify its appearance in both items as a match and possible plagiarism. Human judgment remains a necessity in evaluating the results of the computer comparison.

See — "The Purloined Letters" by Paul Gray in **Time**, April 26, 1993, p. 59.

Technology and the Teacher by Philip Dankert (Cornell University)

Although still not very widespread, a small number of colleges are rethinking how they might be more supportive of professors who have either developed computer software or who have integrated technology into their teaching. Partly as a response to years of "faculty grumbling" some colleges and universities have begun to help their faculty by "offering them lighter course loads, financial support credit toward tenure or promotion . . ." The author cites a case from Samford University where its research foundation has helped the director of writing programs to market software he and a partner developed by financing trips to conferences where it is demonstrated. As to the issue of how such weight is given to the use of technology (many faculty handbooks that describe the criteria for advancement have been revised in recent years to include the application of technology to instruction) little evidence currently exists. It has been suggested that there may be quite a gap between the stated policies of universities and the actual practices of com-

mittees. These committees are often made up of older faculty members who have little computer experience and who, consequently, may be reluctant to pay much attention to the new technologies. For just the above reason junior faculty members "remain uncertain of their universities receptivity to technology-related projects and appear to be acting cautiously". In other words, they will continue to "produce" books and journal articles. One suggestion for helping universities in general and tenure committees in particular to resolve this dilemma is to get academic societies more involved in evaluating technologies used in various disciplines. In this way these committees will be able, hopefully, to determine "how much weight to give the activity (technology)".

See — "Professors Report Progress in Gaining Recognition for Their Use of Technology", by Thomas J. DeLoughry in *The Chronicle of Higher Education*, March 3, 1993, p. A19, A21.

Rebirth of Social Studies by Twyla Racz (Eastern Michigan University)

Ridley, publisher of the school division of Houghton Mifflin, discusses the experiences his company had in publishing the Houghton Mifflin Social Studies for K-8th grade. Surveys indicated that the time was right in the late 1980s to publish "reform" social studies texts because the texts then in use did not reflect the multicultural composition of the classroom. California, with 10% of the student population in the U.S., proposed an integrated history-social science curriculum. This curriculum would also include world religions, a topic previously avoided. The texts were completed, submitted to California for review, received adoption

recommendation but ran into objections from minority, religious, and other groups at the public hearings. After the publisher made revisions, the State Board of Education voted unanimously in October, 1990 to adopt the textbooks and they have been adopted in many other states. The development of new standards in history, and the assessment testing program adds weight to the need to have textbooks reflect the ethnic and racial diversity of the U.S.

See — "Publishing Reform Social Studies" by John T. Ridley, *Publishing Research Quarterly*, Winter 92/93, p. 44-51.

Hop Aboard the Train by Rosann Bazirjian (Syracuse University)

This article stresses that training is perhaps one of the most important things that businesses can do in this age of downsizing to make optimum use of employees. Ronald Henkoff, the author, states that we can expect to hear much more about training issues in the future. Smart companies, he claims, realize that now is the time to take responsibility for training their workers. At this point in time, however, few companies offer training programs. Henkoff states that just 15,000 employers — only 0.5% of the total, account for 90% of the \$30 billion spent on training annually. In addition, those who

currently train are using antiquated techniques. Henkoff indicates that we must look at new, modern training techniques if we are to make successful such concepts as empowerment, accountability and total quality management. The article goes on to describe the training techniques utilized by Motorola, Federal Express (who uses as interactive PC-based program), and a small business named Wm. Dudek Manufacturing Co.

See — "Companies That Train Best" by Ronald Henkoff in *Fortune*, vol. 127 (6) (March 22, 1993), p. 62-75.

New CEO at IBM by Rosann Bazirjian (Syracuse University)

This article describes the prospects for the new CEO for IBM, Louis Gerstner, who has inherited the "world's toughest managing job". IBM (or Big Blue as the article refers to it) has currently posted a \$5 billion loss on \$65.1 billion in revenues last year. Although Gerstner does not have a technical background, he is "certainly no techno-illiterate". Prior to this new position, he was President of American Express, then CEO of RJR Nabisco. He has been described as a sharp, brilliant,

energetic man who "thrives on overhauling corporate cultures". Basically, it is assumed that he will attempt to revamp IBM by destroying much of the "risk-averse, turf-conscious, arrogant" hierarchical organization he has inherited. It is predicted that he will strategically split IBM apart into small independent businesses.

See — "Can This Man Save IBM?" by Patricia Sellers in *Fortune* (April 19, 1993), p. 63-67.

Once More, With Choices by Katina Strauch (College of Charleston)

Those in the know and even some out of the know were buzzing with the news of US West's announcement of its intent to acquire 25.5% interest in Time Warner Entertainment, L.P. Some are talking about what this means for the future of Time Warner and Gerald Levin, Chairman and Chief Executive. Others are talking

about the ramifications of entertainment meeting phone company. It all seems to mean more for the consumer. Fascinating.

See — "Cable-Phone Link is Promising Gamble" in *Wall Street Journal*, May 18, 1993, p.B1.

Evolution of the Education Revolution by Rosann Bazirjian (Syracuse University)

Brian O'Reilly, author of this article, indicates that there is a revolution underway in how American companies are using education to improve their manager's performance. Rather than sending managers to traditional universities, many companies are inventing their own educational methods. For example, companies such as General Electric and Motorola are running their own unaccredited "universities". Companies are looking for programs to produce better leaders, and courses are focusing on training from the global perspective or the enterprise perspective. The article continues to discuss a wood and paper company in Tacoma called Weyerhaeuser. When customers started to leave them for

competitors, company executives decided it was necessary to create a different management style more focused on customers. To accomplish that, they created a Leadership Institute for Managers. To date, 1,240 managers have gone through the program at a cost of \$11 million. Weyerhaeuser indicates that the cost was worth it—the company is more profitable now and customers indicate that the company is easier to work with. The article continues to discuss training programs offered by Chrysler and General Electric.

See — "How Execs Learn Now" by Brian O'Reilly in **Fortune** (April 5, 1993), p. 52-58.

Revolutionizing British Education by Sandy Beehler (Cornell University)

Two landmark education reform bills, the 1988 Education Act and the 1993 Education Bill, are revolutionizing the British education system. The bills have added a national curriculum and a regular system of testing as well as new types of schools aimed at training skilled workers for British industry. They also introduce a quasi-market factor into education. Schools will have more control over their own operations and will compete for students, while the government sets the core curriculum and the testing requirements. Post-secondary education will change drastically. Top universities (currently tuition-free) will be-

come more expensive. More universities have been and will be created. Vocational education should be improved. The author sees great benefits of the new system, especially for the mass of children who usually leave school at 16 and face a grim future. However, the government will have to strike the proper balance between central prescription and local initiative, and it may have to interfere in the market to make sure parental choice does not impair economic efficiency.

See — "Mao Zepatten" in **The Economist**, April 10, 1993, p. 59-60.

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**Check the 1993 Edition
by Pamela Rose
(State University of New York at Buffalo)**

Veterinarian Michael Fox's entry under "dogs" in the 1991 **Encyclopedia Britannica** precipitated a bushel of angry mail from members of the American Society for Pharmacology and Experimental Therapeutics. It seems Fox took the liberty of adding some antivivisectionist rhetoric, including mention of

"a growing recognition of animals' rights", which has now been removed from the 1993 edition.

See — "Britannica Out of the Doghouse" **Science**, vol. 260 (5105) (April 9, 1993), p. 158.

**Nomadic PC
by Rachel Miller
(University of Kansas)**

A new kind of PC is on the horizon: a personal communicator that is going to automate what we do **away** from our desks. It will combine the functions of a cellular phone, a pager, a portable computer with fax and modem, and a digital organizer in a single box weighing just a few pounds. The emergence of these "nomadic" devices will give rise to radio-based news and message services to give mobile

users wireless access to headlines, stock quotes and many other kinds of information. Publishers (from Dow Jones and Reuters to Gannett and Random House) are cooperating with computer companies to develop services for personal communicators.

See — "The Mobile Message" by Richard A. Shaffer, **Forbes**, vol. 151 (9) (April 26, 1993), p. 156.

**Say It Again Sam
by Rosann Bazirjian
(Syracuse University)**

Computers that listen to voice commands have become a reality. A speech-recognition software package can allow an office worker to display an e-mail message when issuing the command "start mail". If the telephone rings, all one needs to say is "cover your ears", and it is possible to have a telephone conversation without worrying what the computer might hear. An IBM software package such as this can range in price from \$129 to \$6995 and speech-recognition pioneers such as Qualix and Kurzeil are making them a reality. Both Kurzeil's and IBM's can recognize up to 5000 words. This article indicates that there are applications

for the home as well, i.e. voice activated remote controls designed to work with most VCR's and cable TV boxes. One needs to carefully consider where this application would be most efficient, i.e. a large room full of employees issuing commands to terminals might not be all that appealing for some companies. However, the advantages for the physically handicapped cannot be denied. This is a fascinating article which goes on to give us a glimpse of the near future.

See — "At Last! Computers You Can Talk To" by Gene Bylinsky in **Fortune**, vol. 127, no. 9, May 3, 1993, p. 88-91.

**Wireless Day Dawning
by Sarah Tusa
(Lamar University)**

The wireless age is on the drawing boards of several technology corporations. Inspired by the commercial success of cellular telephones, the telecommunication and computer industries are racing to develop the wireless networks and units that will serve as combined communication and information processing modules. Envisioned applications of this upcoming technology range from ordering from an electronic mail-order catalog to consulting a computerized law library.

The emergence of a wireless world is contingent upon the successful establishment of the requisite infrastructure. Hurdles include the cost of upgrading analog cellular networks to digital technology and "doling out spectrum space". Also, players in the development of a national wireless network must come to an agreement on which of the enabling technologies — tdma or cdma — to employ. Furthermore, popular anxiety regarding a potential link between cellu-

lar phones and brain cancer will have to be allayed. Finally, costs for wireless units will have to decrease. (Presently, wireless data terminals cost as much as \$2500.00.)

Corporations stand to benefit from wireless network technology in the form of increased productivity and service efficiency, as indicated by such pioneer systems as ARDIS, a joint venture of Motorola and IBM. Other explorers in this technology include AT&T, Apple Computer Inc., Intel Corp., and an array of associate corporations in the U.S.A. and abroad. While the goal of the single hand-held unit such as Apple's prototype Newton is not yet feasible, chipmakers such as Intel Corp. are working to further miniaturize communications electronics, and this development should contribute substantially to the evolution of the truly mobile, portable office of the coming wireless age.

See — **Business Week**, no. 3313 (April 5, 1993), p. 56-60.

**Make Time For Yourself
by Stephanie Bazirjian
(Texas State Library and Archives)**

Time management is a problem for most managers. "I could do my own work if only I weren't interrupted so often by the people who work for me" is a common complaint. But your work and your co-workers' work can and must coexist. While an open door policy is good, remember to block off "closed door" time for yourself for specific times during the week and people will learn to work around it. You are entitled to periods of isolation. Set up appointments for business matters and make it clear that you are not available for drop-in socializers. Set a time limit at the outset and leave when that time is up. Try to set up meetings in the other person's

office so that you can leave when you're ready. Stand up to greet a visitor to your office and try to take care of matters quickly — on your feet. Once you're seated, you're stuck. Try to find a hideaway where no one can find you to eliminate interruptions completely. Empty offices and unused conference rooms are perfect for this. Finally, cut an unexpected meeting short and re-schedule for another time when you realize that it is going to take a while.

See — "Starving Out the Goblins" by Roy Alexander **Supervisory Management**, vol. 38 (3) (March, 1993), p. 8.

Evolution of Software Companies

by Rachel Miller
(University of Kansas)

Software companies are evolving from code writers to publishers of information. Lotus, for example, is now selling financial data, and WordPerfect just bought Reference Software International, a publisher of computer grammar checkers and dictionaries. Microsoft is licensing content from many sources — encyclopedia publishers, cartoon producers — and starting to produce its own multimedia tools and CD-ROMs. Oracle, the world's largest seller of database software, has been working with cellular communication companies to deliver content to business and home consumers

using broadcast technology. The convergence of the computing and entertainment industries, long predicted, is now happening, with companies rushing to produce content that can be played on a videotape recorder, a video game, or a compact disc, and even be networked through cable, microwave or satellite. Prices for CD-ROM players are collapsing and the number of CD-ROM titles exploding.

See — "Sell the Water, Not the Plumbing" by David C. Churbuck, *Forbes*, vol. 151 (10) (May 10, 1993), p. 162-166.

Have Rumors Will Travel

by Stephanie Bazirjian
(Texas State Library and Archives)

It is unavoidable that in an office environment, rumors will circulate — every office has a grapevine. However, it is the manager's job to keep these rumors from interfacing with productivity. Rather than squelch all conversation during office hours, a smart manager will learn how to control rather than suppress gossip. Here are some tips: Whenever you can, try to communicate real information to your juniors. This is key to minimizing rumors and misinterpretations. Though some things may be confidential, try to pass on as much as you can. Convey to your manager the need for consistent corporate communication of policies and changes. Kill crazy rumors with logic. Remember that gossip is nor-

mal, but stay out of it yourself. Teaching by example is always best. Once you have conveyed as much information as you can and employees continue to gossip about organizational rumors, you are within your rights to put a stop to it. Make staffers aware that spreading rumors about their company outside of the workplace can be dangerous and can hurt the organization. The wrong ears may hear. You cannot control what goes on at happy hour, but you can show by example that there is a time and a place for everything.

See — "Coping With a Rumor Mill" by Joseph D. O'Brian, *Supervisory Management*, vol. 38 (3) (March, 1993), p. 6

Not a Name Change!

by Pamela Rose
(State University of New York at Buffalo)

Continuation orders take note: The Federation of American Societies for Experimental Biology (FASEB) annual spring meeting has been renamed to "Experimental Biology '93".

See — "Biologists Visit New Orleans (Under an Assumed Name)", *Science*, vol. 260 (5105) (April 9, 1993), p. 162.

How Did Custer Last Stand?

by Rick Heldrich
(College of Charleston)

Historians have painted a picture of Custer and his 200 men chopped to death in frenzy by wild Indians. The picture of chaotic demise is being challenged by military archeologist Douglas Scott. Scott has already collected weapons evidence to suggest the Indians had sophisticated rifles to pick off Custer's men from protected locations. Now, Scott will be using mass spectral analysis of bone to try to refute the traditional version of Custer's last stand. By relating metal content to diet, Scott hopes to identify

officers from enlisted men and even to identify enlisted persons who ate from the same mess (i.e. different companies). Scott will use the analysis to reconstruct where men died. In formation and under "control" or out of formation and back to back facing a circling whirlwind of relentless Indian braves.

See — "Chemists Gather in Denver to Get the Big Picture. Mass Spec on the Little Big-horn", by Ivan Amato in *Science*, Vol. 260, 293 (1993).

Nanotechnology Breakthrough

by Sandy Beehler
(Cornell University)

Two Japanese scientists have stumbled across a way to store information in dots only a few atoms wide, a breakthrough in nanotechnology (a nanometre is 1000X smaller than a micron). They were trying to find out how a particular chemical compound became conductive when heated. In the process they discovered that they could, by increasing voltage in their microscope, cause a spot on the surface to turn into a conductor; a negative

voltage caused the spot to disappear. Scientists think that this ability to change the electrical states of the compound could be used as a way of storing the 1s and 0s of binary code that a computer uses. Though a long way from practical application, the find could eventually open the way to data storage at unheard-of densities.

See — *The Economist*, April 24, 1993, p. 89.

All the Indirect That's Fit to Cap

by Pamela Rose
(State University of New York at Buffalo)

Rumors of the White House's Office of Management and Budget's (OMB) readiness to cap all indirect costs — including maintenance of facilities, libraries and other expenses — at 44% of direct research costs had university administrators peppering the Clinton administration with pleas to rethink the issue. As a result, the White House has dropped that proposal for now. However, the cuts may now be taken from overall budget requests, transferring the pain

from administrators to researchers. The Senate budget committee subsequently failed in an attempt to legislate a 50% cap on total indirect costs. Predictions are that they will try again as the money crunch gets worse.

See — "Mystery Deepens on Indirect Costs" in *Science*, vol. 259, (5101) (March 1993), p. 1527 and "Administration Drops Indirect Cost Cuts" in *Science*, vol. 259, (5103) (March 26, 1993), p. 1823.

The Comeback Kid: AT&T by Rachel Miller (University of Kansas)

For years futurists have said that computers and communications would merge. Now that this merging is underway, AT&T, with its combination of fiber, semiconductors and software, is uniquely positioned to profit from it. AT&T's earnings have been erratic since the breakup of the Bell system in 1984, but this year it will earn more than MCI, Microsoft and IBM combined, and future profits seem assured as regulation is becoming less constraining and the access fees paid to local phone companies drop. Looking ahead to the personal communicator market, AT&T has dedicated itself to integrating different kinds of networks: electronic mail, wireless phone and data, teller machine, cable TV, and digital libraries. AT&T sees its verti-

cal integration as more of an asset now than ever before. The company develops software, manufactures chips, and is getting involved with every conceivable type of communications terminal. Besides buying NCR to enter the business of selling computers designed to connect with networks, it recently made a deal with Novell to enable AT&T switchboards to connect to LANs. Through a recently announced deal with cellular communications company, AT&T has now become a cellular carrier. The ultimate corporate bureaucracy, AT&T is transforming itself into our biggest high-tech company.

See — "The Tortoise and the Hare" by Gary Slutsker, *Forbes*, vol. 151 (3) (February 1, 1993), p. 66-69.

Bulletin Boards Not Just for Teachers Anymore by Pamela Rose (State University of New York at Buffalo)

A network for exchanging paper preprints of submitted journal articles in the field of physics has metamorphosed into an electronic bulletin board through the vision of Paul Ginsparg, a theoretical physicist at Los Alamos. Growing from 160 to 2000 subscribers in 16 months, this electronic service has become indispensable to researchers in this field, a success unmatched by other fields' bulletin boards. Ginsparg subsequently set up bulletin boards in eight other physics subdisciplines and has been asked to do so for dozens more. Louise Addis, Associate Head Librarian at the Stanford Linear Accelerator Center, notes anxiety in the academic community over the possible demise of the journal system. Proponents dismiss peer review concerns, saying "noise" can be filtered

by researchers familiar with the field, while Ginsparg envisions a multi-level system with peer-reviewed articles at the highest and preprints at the lowest level. However, Ginsparg admits that copyright may become an issue if journals perceive they are losing subscribers to bulletin boards. Publishers like Elsevier are getting involved with electronic publishing experiments such as TULIP, which will provide materials science journals online to a pilot group of nine universities, and an electronic preprint service to begin in April for Nuclear Physics A and Nuclear Physics B accepted but not yet printed articles.

See — "Publication by Electronic Mail Takes Physics by Storm" by Gary Taubes, *Science*, vol. 259 (5099) (February 26, 1993), p. 1246-1248.

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Electronic Newspaper Delivery Boy? by Lynne Branche Brown (Pennsylvania State University)

Electronic delivery of newspapers is in part the publishers' response to "the declining fundamentals of the newspaper business". According to this report, the number of households that receive a daily newspaper has declined in the last 23 years, from 90% to less than 70% nationally. While the number of adults in the country has grown, the readership for daily newspapers has remained static, at between 62 million and 63 million copies sold. Eager to increase readership, publishers are looking to elec-

tronic delivery as a mechanism for reaching potential readers. Previous attempts to provide readers with electronic versions were not successful because of excessive costs. Publishers see the advent of notebook and tablet computers as a new opportunity. This time, they say, they are proceeding cautiously.

See — "Publishers Design Electronic Newspapers to Keep Control of Information Delivery" by Patrick M. Reilly in **Wall Street Journal**, April 26, 1993, p. B1

The Transformation of Change by Rosann Bazirjian (Syracuse University)

This article focuses on four individuals at the middle management level who have been successful implementing change in these times of downsizing and restructuring. Regardless of how change is handled, the author claims the result still spells "chaos". Managers are now forced to learn how to manage this chaos — culturally, structurally, as well as emotionally, in order to accomplish the "transformations" desired by company administrators. The philosophies managers share who effectively handle change are a

belief in worker teams, employee empowerment and a focus on customers. The article then describes, in detail, the management techniques of four executives who are effectively handling change. These include Duane Hartley of Hewlett-Packard, Jim Eibel of Ameritech, Willow Shire of Digital Equipment Corporation and Rebecca McDonald of Tenneco.

See — "Managing in the Midst of Chaos" by John Huey in **Fortune** (April 5, 1993), p. 38-48.

Book Club Mania by Lynne Branche Brown (Pennsylvania State University)

Book publishers are targeting book clubs and reading clubs to boost sales of popular titles. According to this report, publishers have begun including meetings with reading clubs in authors' tours, with the hope that this will boost multi-copy sales of titles. In addition, book stores are providing special services, such as recommended reading lists, to reading groups and clubs. The article cites instances where book clubs' popularity drove sales of titles. Both authors and members of

reading clubs have mixed feelings about personal visits from authors. While some find it a wonderful opportunity, authors are often not prepared to defend their work, and some members are concerned that the author's presence stifles discussion.

See — "Book Industry is Targeting Avid Readers with Author Tours and Club Programs" by Meg Cox in **Wall Street Journal**, March 30, 1993, p. B1.

Science of Microcasting by Bobbi Gwilt (Syracuse University)

Last December, the nation's largest cable company, Tele Communication, Inc., announced that the new technology of digital compression would enable delivery of 500 channels to subscribers by 1994. It is predicted that "microcasting", specialized channels aimed at very narrowly defined audience populations, will be the first, and most obvious, result. Other results will follow more slowly and occasion greater speculation. "Will we be getting different TV or just more TV" was perhaps the key question in this article. Another important question is "how much will all this access cost"? The monthly cable bill could increase substantially. There is

concern this will more sharply divide the information rich from the information poor. How will users make sense of all of this, not to mention using all of this? Simply knowing what is available will be a challenge. There are companies attempting to create on-screen, interactive program guides to assist people in making viewing choices. The article posed questions concerning digital compression and television, but these questions could be applied to much of the communications/information technology being developed today.

See — "Next Year, 500 Channels" by H. F. Waters, in **Newsweek**, March 1, 1993, p. 75-76.

1992 In Review by Twyla Racz (Eastern Michigan University)

This article provides a review of the publishing industry for the first six months of 1992 compared to the same period for 1991. Both domestic and international activity are covered. Sales of trade books were increased, but textbooks and university press hardcovers, mass market paperbacks and book club books were down. A jump in advertising spending helped both printers and publishers. Although wages in the

industry rose for production workers, jobs were eliminated. The average book price increase was double the price gain by other finished goods. Book exports rose with textbooks and technical, scientific, and professional books accounting for 48% of the total.

See — "U.S. Publishing Industry" by William S. Lofquist, **Publishing Research Quarterly**, Winter 92/93, p. 81-85.

Plagiarism Busters Strike Again by Pamela Rose (State University of New York at Buffalo)

The plagiarism busters (abstracted in **ATG** vol.5 (1) (February, 1993) have been hoisted on their own petard by University of Massachusetts historian Steven Oates. Feder and Stewart analyzed three biographies on Abraham Lincoln, William Faulkner and Martin Luther King, alleging that Oates "repeatedly plagiarized the work of other writers". Oates

in turn charges the plagiarism busters used lifted phrases from previous articles in a 1987 article in **Nature**, as well as complaining to Congress about use of federal resources to investigate a private citizen.

See — "Feder and Stewart, Historian Trade Charges", **Science** vol. 260 (5105) (April 9, 1993), p. 151.